



# MARKETING TO THE NAVY: THE BASICS



March 2003

## ARE YOU READY TO MARKET TO THE GOVERNMENT?

### IDENTIFY YOUR PRODUCT/SERVICE

FEDERAL SUPPLY CLASSIFICATION CODE (FSC) OR  
PRODUCT SERVICE CODE (PSC):

EX: D302 ADP systems development services

<http://www.dlis.dla.mil/h2>

### IDENTIFY YOUR NORTH AMERICAN INDUSTRY CLASSIFICATION CODE

EX: 541512 Computer Systems Design Services

<http://www.census.gov/naics>

### DETERMINE YOUR SIZE STANDARD

EX: 541512 \$21M average annual receipts preceding 3 yrs

<http://www.sba.gov/size/NAICS-cover-page.htm>



## PRO-NET

Register in PRONET once you have NAICS, size standard, and DUNS Number. PRONET is now linked to CCR database.

- SBA Database of small businesses
- Update profile every 18 months
- Government uses PRONET to: (1) perform market research to locate small business primes and (2) verify small business status on proposal certifications, proposed subcontracting plans, and on prime subcontracting program compliance reviews

<http://pro-net.sba.gov>

---

*"The survival of small business is essential  
to our Homeland Defense."*  
**President George W. Bush, October 24, 2001**

---



## DATA UNIVERSAL NUMBERING SYSTEM (DUNS)

- Mandatory before registering in CCR
- Provided by Dun & Bradstreet (D&B)
- Takes about 10 minutes; free
- Different DUNS for each location/address & each legal division
- List sold to other companies; must contact D&B to request removal from marketing list

<http://www.dnb.com/> OR (800) 333-0505/(610) 882-7000

## CENTRAL CONTRACTOR REGISTRATION (CCR) (linked to PRONET)

- Mandatory to receive DoD prime contract
- Allows electronic payment
- **Must renew annually or expires**
- Automatically assigns a Commercial and Government Entity (CAGE) Code
- Automatically assigns a Marketing Partner ID (MPIN) to access other government applications (EX: Past Performance Automated System, etc.)

<http://www.ccr.gov>



## TARGET THE RIGHT CUSTOMER

- Develop a Marketing Plan
- WHO are your potential customers? Which agencies? Which activities? What are their needs?
- Know your limits

## FEDBIZOPPS

DoD and Federal contracting activities post most requirements and awards >\$25,000 to FEDBIZOPPS website

- Active or archive search
  - Solicitations or awards by number
  - By NAICS/FSC/PSC
  - Key words
  - Place of performance zip code
  - Set-aside code
  - Agency
- Acquisition notification service
  - Register to receive email notification for
    - Specific solicitation number
    - Selected organizations/FSC/PSC
    - All procurement notices

<http://www.fedbizopps.gov>



**LOCATING NAVY CUSTOMERS:** DoN Marketing Information Service by FSC/PSC if ≥10 awards completed or total dollar value of actions ≥\$10M. Search by FSC/PSC, Key Word Description, and/or State. Provides Agency Name and Small Business Office contact information <http://www.hq.navy.mil/sadbu/Marketing.htm> In addition, all Navy business opportunities are either posted to the Navy Electronic Commerce Online (NECO) website or are linked to it: <http://www.neco.navy.mil>



## USE AVAILABLE RESOURCES

- **SMALL BUSINESS ADMINISTRATION**
  - Counseling – in person, e-mail
  - Small business certifications
  - Financial Assistance
  - Training

<http://www.sba.gov>
- **PROCUREMENT TECHNICAL ASSISTANCE CENTERS (PTACS)**
  - Counseling – in person, e-mail
  - Registration assistance
  - Bid-matching
  - Training

<http://www.sellingtothegovernment.net>
- **SERVICE CORPS OF RETIRED EXECUTIVES (SCORE)**
  - Counseling – in person, e-mail, field visit
  - Training

<http://www.score.org>
- **SMALL BUSINESS OFFICES (SBO)**
  - Located at every DoD and Federal buying activity
  - Locate Navy SBO's:  
<http://www.hq.navy.mil/sadbu> and click on "Navy Contracting Activities"
  - Other agencies:  
<http://www.sellingtothegovernment.net> and click on "Small Business Programs", then "Small & Disadvantaged Business Utilization (SADBU)"



## IN PERSON: THE PITCH

- Know your audience
- Be focused; Be brief
- Have 3 presentations ready:
  - "Elevator speech"
  - "FIVE-FIVE & FIVE"
  - Capability presentation
- Stand out from the crowd
- How can the customer benefit from doing business with you? What problems do you solve for your customer?
- **FIVE-FIVE & FIVE**
  - Five slides, five points/slide, five minutes
  - Slide 1 – Company name, locations, # of employees, approx revenues, small business categories (e.g., SB, SDB, etc.)
  - Slide 2 – Core (specific) Capabilities (NTE 5)
  - Slide 3 – SPAWAR Contracts/Tasks (NTE 5)
  - Slide 4 – Navy Contracts/Tasks (NTE 5)
  - Slide 5 – Other Contracts/Tasks (NTE 5)

## E-MAIL MARKETING

- Send to the right customer
- Frequency?
- Marketing pitch, virus, or SPAM? Include subject line and body content.
- Be brief
- Limit graphics
- Stand out from the crowd
- How can the customer benefit from doing business with you? What problems do you solve for your customer?
- The following attachments will **not** be received by recipients on the NMCI system: .avi, .bat, .cmd, .com, .dll, .eml, .exe, .pif, .scr, .shs, .vbs, and .vbe



## KNOW YOUR COMPETITORS

- Who are they?
- What are their strengths? Weaknesses?
- Review their brochures, websites

---

**NETWORK! NETWORK! NETWORK!**

*Learn to recognize a good marketing opportunity when you see it!*

---



## KNOW YOUR CUSTOMER'S REGULATIONS/PROCEDURES

- Who can commit the company or the Government agency?
- Federal Acquisition Regulations (FAR)  
<http://www.arnet.gov/far>
- Defense Acquisition Regulation Supplement  
<http://www.acq.osd.mil/dp/dars>
- Navy Acquisition Procedures Supplement (NAPS)  
<http://www.abm.rda.hq.navy.mil/nap1.html>
- FAR/DFARS/NAPS Comparison Tool  
<http://www.abm.rda.hq.navy.mil/frames/OpenFarTool.cfm>

